



Social Media Officer

Supported by TPP, Recruitment Specialists

Application Pack Social Media Officer

Who we are

World Land Trust (WLT) is an international conservation charity that helps to protect the world's most biologically significant and threatened habitats, acre by acre.

As the pioneers of the Buy an Acre approach, we have spent more than 30 years raising funds for local people to secure and protect the land they know best in America, Africa, Asia and beyond. With over 2,400,000 acres protected and over 2,000,000 native trees funded to date, our ambition is now to drive this conservation action at scale – more acres and more species protected in this make-or-break decade for biodiversity and climate.

Job Summary

The Social Media Officer will have the opportunity to use their passion for all things social to make a tangible difference to the natural world. You will focus on bringing the organisation to life online, increasing our following, and engaging with our audience of dedicated supporters.

Like the climate and biodiversity crisis that World Land Trust is trying to tackle, we are at a pivotal point in our history. We want to demonstrate this with progressive and engaging communications that allow us to support our vision of protecting the world's most threatened habitats and species for the future. To do this, it's important that we cut through the noise in a crowded space.

We want to be more visible, even more engaging but most importantly we want to communicate our ambition through our story telling. It's our aspiration to double our impact over a five-year strategy period, and it's imperative that we have a contemporary and relevant social media strategy that matches this bold ambition.

**We're happy to talk flexible working,
from day one.**



Our Values

At World Land Trust we are committed to inclusion and respect to our employees, those who support us, and those whom we support.

WLT will always approach every situation in a **positive** way to find and communicate solutions, operating and communicating with **honesty**, remaining **focused** on our mission, and working in a **supportive** way with our staff, partners and supporters.

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We treat everyone with respect and have particular regard for the 'protected characteristics' under the Equality Act 2010: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

We have a zero-tolerance policy towards discriminatory language or actions that could create a hostile environment and we do not accept behaviour that amounts to harassment or exclusion of any individual.

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Job Description

Social Media Officer

Reporting To: Communications Project Manager

Job Purpose

The Social Media Officer will support the Communications Team using their passion for all things social to make a tangible difference to the natural world. You will focus on bringing the organisation to life online, increasing our following, and engaging with our audience of dedicated supporters.

Main duties and responsibilities

- Management of social media channels: Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube and new platforms as they become available.
- Content planning: support WLT's communications initiatives by keeping an up-to-date content calendar that reflects yearly communications plans.
- Content delivery: coordinate with both internal and external stakeholders to produce inspiring social content, including graphics, animations and short and long form videos that is on-message and in line with WLT's tone of voice and brand design guidelines.
- Community management: engage with our followers and wider audiences to increase reach, following and brand advocacy, by responding to inbox messages, comments, and plan social media competitions.
- Measure and review campaign performance: produce end of campaign reports, sharing highlights and learnings to inform future campaigns.
- Identify trending topics and relevant news.
- Social listening, research and insight development.
- Identify potential creators to start a collaboration with to promote the work of World Land Trust.
- Support internal stakeholders to build up their profiles and position them as thought leaders within their respective areas of expertise.
- Develop social media guidelines and escalation procedures documents.
- Undertake other activities as requested by the line manager, commensurate with skills, experience, pay level and role.

The postholder will be expected to actively engage with, and promote, our workplace Values which are: Focused, Honest, Positive and Supportive.

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Person Specification

Knowledge, Skills and Experience

- Up-to-date knowledge, and hands-on experience in using social media platforms in a workplace setting including Instagram, Facebook, Twitter, LinkedIn, YouTube and TikTok (essential)
- Capable of creating social media plans and experienced in creating content and posting on multiple channels regularly (essential)
- Track record in growing and cultivating online communities that create positive brand perceptions (essential)
- Ability to create content for social media platforms that sparks engagement (essential)
- A confident communicator with excellent writing and editing skills (essential)
- Ability to take complex information across a wide range of subjects and distil this into content appropriate for social media (essential)
- An understanding and practice of how organisations can and should use social media (essential)
- Knowledge of key social media marketing metrics; how to gather and use insights to continually improve performance (essential)
- Ability to prioritise workload in a fast-paced environment and adapt to changes as and when needed (essential)
- Passion for all things social media delivering on-brand and on-brief social communications (essential)
- Proficient in using social media management tools such as Hootsuite (essential)
- Highly collaborative team player with a flexible and adaptable approach, also confident at working under own initiative (essential)
- Self-directing with the ability to co-ordinate and engage cross-functional teams toward a successful outcome (essential)
- Keen attention to detail (essential)
- A real desire to learn more and to discover exciting trends within the social space (essential)

Other

- An empathy and understanding of WLT's mission and values (essential)

How to Apply

Please contact Leighton Davy at TPP on 020 7198 6030 or email Leighton.davy@TPP.co.uk to discuss the role further.

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Our Benefits:

Salary starting salary for this post is £23000pa (up to £24500 pa depending on experience)

Flexible working opportunities we know that our staff value the opportunity to enjoy a healthy work-life balance and so we build flexibility into the way we work from day one, including opportunities for hybrid working. The majority of our full-time staff are working on a 9-day fortnight basis, with one day off every fortnight, and we have recruited staff from across the country by enabling hybrid working, subject to any specific role requirements, but we do love having people in the office and think it's important to have some regular time working face-to-face too. We support those conversations with managers and do our best to accommodate individual requests alongside business needs. We are looking for the successful candidate for this vacancy to be available to meet with the communications team once a month either from our main office or another central location.

Annual leave we offer 33 days' annual leave (including Bank Holidays) plus an additional discretionary day each year to volunteer for a charity or community organisation of your choice.

A group personal pension scheme investing in companies that can demonstrate positive application of Environmental, Social and Governance (ESG) criteria, which ensures that our pension scheme operates in line with our Values [add link]. We also offer Pension Salary Exchange as a way of making tax-efficient contributions into your workplace pension.

Group life assurance whilst we hope our staff live long and happy lives, we want to give some peace of mind and this benefit provides a lump sum payment of 4x salary.

Occupational sick pay we keep our benefits under review and recently introduced occupational sick pay for staff from day 1.

Wellbeing our staff wellbeing is important to us and so alongside a Wellbeing policy, supported by an Employee Assistance Programme which includes access to counselling and a wellbeing helpline, we have provided opportunities for staff – and managers - to attend inhouse training to support their own wellbeing and those of their teams.

Cycle to Work Scheme we're currently working with a not-for-profit scheme provider to give our staff the chance to purchase a bike (including e-bike options) through a salary exchange scheme, which means you save the tax and NI that you would pay if you bought the bike directly from your next (after tax) pay giving savings of up to 47%!

Inclusion Inclusive Employers, a specialist organisation we're working with to ensure that we provide a welcoming and supportive environment for all staff where they can be the best they can be, introduced us to the Inclusion Passport. This means we start off with a conversation about what helps you to work best, feel included and be supported, which can encompass neurodiversity, frequent religious practice or menopause, as well as disability and gender reassignment.

Employee voice we know that there is always room to improve and so we work with a not-for-profit programme, 'Best Employers Eastern Region', to provide an annual, anonymised, employee engagement survey, using the results to guide our People Plan for the following year. We're proud of our staff participation rate and the effort they make to share their thoughts with us, as well as our consistently high levels of staff engagement.

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Learning and Development we support growth and development within role and this forms part of regular conversations with staff, brought together in our annual Performance and Development Review (PDR). Retaining expertise and providing opportunities is something that's important to us and we have seen a number of staff move into new roles within World Land Trust.

But that's not the end of it! We keep our benefits under review and look for new opportunities to improve the employee experience.

Conditions of employment

To comply with the Immigration Asylum & Nationality Act 2006 and additional amendments, and UK Border Agency (UKBA) requirements, all prospective employees will be asked to supply evidence of eligibility to work in the UK. **Applicants will need to be eligible to work in the UK.** We will ask to see a copy of an appropriate official document as set out in the UKBA guidelines and we are required to carry out a physical check of documents. Do not send anything now, further information will be sent to you should you be invited to interview.

All applicants are required to provide two satisfactory references, including their last employer. Details of referees would be requested on acceptance of an offer of employment.

All contracts are subject to a six-month probationary period.